



Gallina Corporation
101 East Main St., Suite 500
Mount Horeb, Wisconsin 53572

July 22, 2015

Ms Katherine Cornwell, Director of Planning Division
Department of Planning & Community Development
City of Madison
215 Martin Luther King Jr. Blvd.
Madison, WI 53701

Re: Letter of Intent for Conditional Use – The Ideal
SIP Document #4953388 Register of Deeds Office 1/22/13
502 – 506 S. Park St. & 901 Drake St., - Madison, WI

Dear Ms Cornwell:

The following submittal is for a Conditional Use Application to the approved SIP for The Ideal at 502-506 S. Park St. and 901 Drake St. We hereby request to allow Animal Day Care with outdoor exercise area as a Conditional Use as per the attached Land Use Application and required submittal documents dated 7/22/15.

Organizational Structure:

Owner: The Ideal, LLC
101 E. Main St., Ste. 500
Mt. Horeb, WI 53572
Contact: Craig Enzenroth
cenzenroth@gallinacos.com

Architect: Plunkett Raysich Architects, LLP
2310 Crossroads Dr., Ste. 2000
Madison, WI 53718
Contact: Steve Kieckhafer
SKieckhafer@prarch.com

Tenant: Dog Haus University
502 S. Park St
Madison, WI 53711
Contact: Nathan Mathis-Vargas
doghausuniversity@gmail.com

Introduction / Existing Conditions:

The Ideal, LLC obtained approval of the SIP for The Ideal, a mixed use project containing a 5-story, 57-unit apartment complex addressed as 901 Drake St. and 5,034 square feet of commercial space addressed as 502-506 S. Park St. in Madison, Wisconsin. Construction of the project was completed in December of 2013. Since completion the apartments have been leased as projected however 3,102 sq. ft. of the commercial area remains vacant. We recently amendment the Zoning Text to allow for Animal Day Care under a Conditional Use Permit.

Proposed Use / Operation Plan:

The Conditional Use would allow Dog Haus University to operate a Doggie Daycare as per the attached plans. Dog Haus University currently has a location at 825 E. Johnson and The Ideal would be their second location. The East Johnson location has been open for over 3 years (see attached testimonials). Dog Haus University holds Certification (copy attached) from the International Boarding & Pet Services Association for the care of canines. Dog Haus is committed to best practices in caring for the dogs that are under their supervision as detailed in the attached Canine Basic Certification and their Training Guide.

The facility will have 3,102 sq. ft. which will allow for the care of 45-60 dogs daily Monday – Friday 6:00 am to 6:00 pm. An exterior dog exercise are of approx. 360 sq. ft. will be located on the site at the south elevation. This area will be screened from abutting properties with a vinyl fence and awning. The exercise area will be utilized with small groups of 6-12 dogs for short periods of time and will supervised at all times. There will not be any overnight boarding or kenneling permitted at The Ideal location, however Dog Haus does offer in home daycare if desired. Cleaning and sanitizing of all areas including the exterior exercise area daily will ensure a safe clean environment for dogs, staff, residents of the apartments and adjoining properties.

For more information on services offered by Dog Haus University please visit their website at <http://doghausuniversity.com/>


Project Schedule:

Start construction of improvements 9/1/15 with occupancy 11/1/15.

Please contact us with any questions or for additional information that you request.

Thank you for your time in reviewing this Conditional Use to SIP Document # 4953388

Sincerely,



Craig Enzenroth - President